

CITY OF WISCONSIN DELLS
DESIGN REVIEW COMMITTEE MEETING MINUTES

September 5, 2018

Dan Gavinski called the meeting to order at 10:10 a.m. Notice of the meeting was provided to the *Dells Events*, WNNO Radio and posted in accordance with State Statutes.

Present: Jacqueline Morse, Maria Rosholt and Dan Gavinski.

Others: City Planner/Zoning Administrator Chris Tollaksen, Stephanie Gunderson, Brian Holzem and Mayor Wojnicz.

1. Motion by Rosholt and seconded by Morse to approve the August 18, 2018 meeting minutes. Motion carried unanimously.
2. Sign Applications - None
3. Outdoor Seating/Dining Applications - None
- 5. Building/Site Plan Applications**
 - a. Escape Room – 325 Broadway: Committee discussed renderings of the proposed material to be used on the façade of the building at this location. All agreed the red brick veneer was the most aesthetic but would offer a nicer presence if the material extended all the way to the top of the building, with a decorative, transitional trim between the two levels and a cornice at the top. Discussion led to thoughts on sconce lighting and re-doing a door so all doors along the front matched. This application began as a remodel project to fix the damaged brick above the door. Now that the project could be expanded to include the above suggestions, the Escape Room may be eligible for a façade grant. Gavinski motioned that the Design Review Committee recommends that the CDA consider the Escape Room’s remodel project, instead, as a façade improvement project, eligible for such grant. Morse seconded, motion carried unanimously.
6. Façade Improvement Grant Projects -None
7. Proposed Changes to Design Standards – None
8. Items for Future Meetings – None
9. Next Meeting is set for Wednesday, September 19, 2018.
10. Motion to adjourn by Rosholt, seconded by Morse. Motion unanimously carried and meeting adjourned at 10:21 a.m.

Stephanie Gunderson

Colotlan
324 Broadway
Awning
DRC 091918

The City has received an updated rendering from the Colotlan Restaurant at 324 Broadway. The rendering reflects their design to include all the original signage on the new awning with the single color.

This includes adding the graphics that were on the previous sign, and adding the signage to the awning on the east side of the building.

This signage appears to comply with the Design Standards.

Chris Tollaksen
City of Wisconsin Dells

Front



Side



1111 Walnut Street PO Box 57
 Baraboo, WI 53913
 PH 608-356-8303 Fax 608-356-0140
 info@BarabooAwning.com
 www.BarabooAwning.com

Colotlan Mexican Restaurant
 CLIENT

LOCATION

JP
 PROJECT MANAGER

MRW
 DESIGNER

1
 DRAWING

REVISION NUMBER

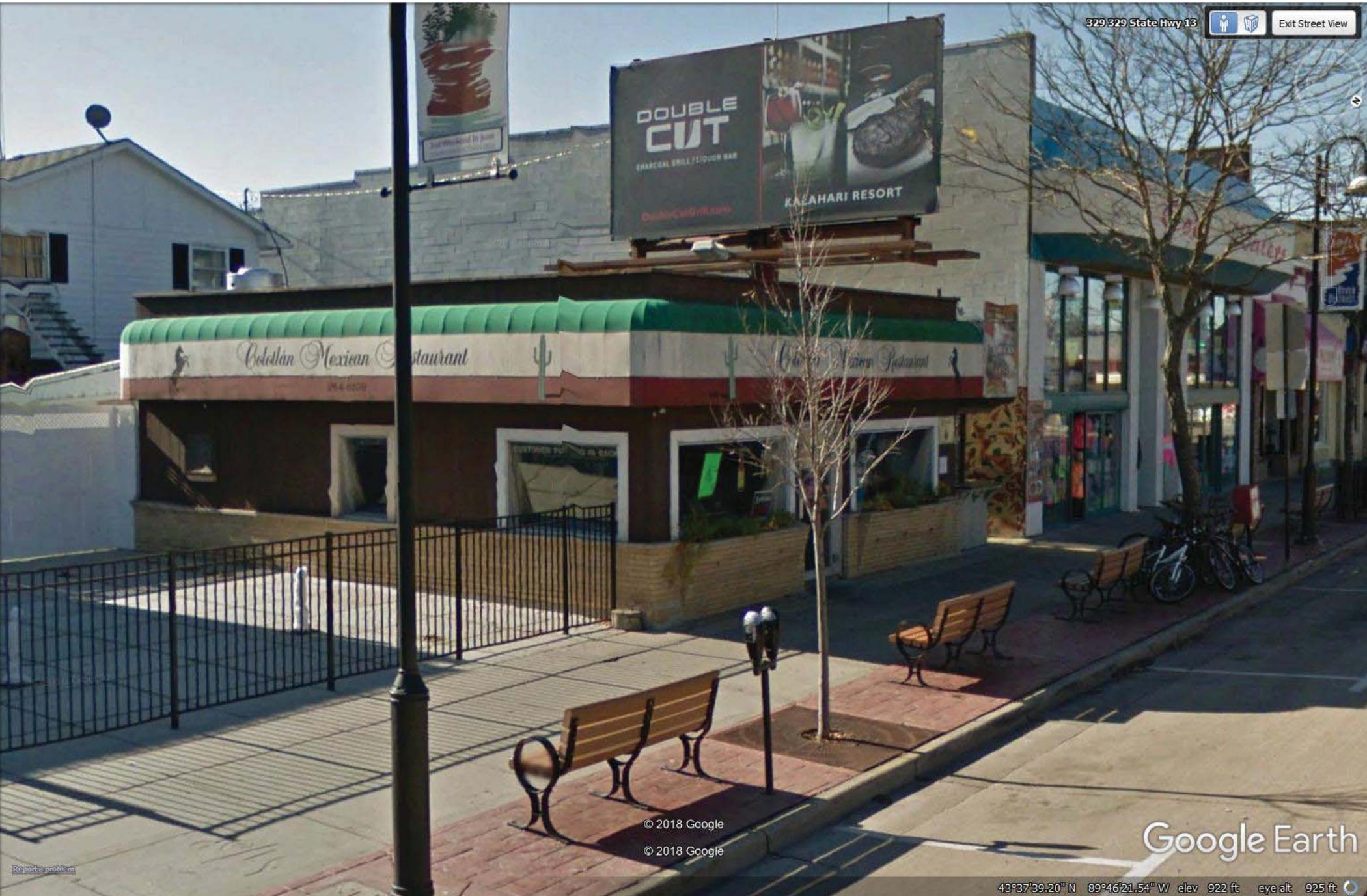
9-7-18
 REVISION DATE

CUSTOMER APPROVAL

8-17-18
 DATE

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 SIZES, DIMENSIONS, AND COLORS ARE
 ILLUSTRATED FOR CLIENTS CONCEPTION
 OF THE PROJECT AND ARE NOT TO BE
 UNDERSTOOD AS BEING EXACT SIZE OR
 EXACT SCALE.

Previously existing signage prior to August 2018



329 State Hwy 13

Exit Street View

Coltán Mexican Restaurant

DOUBLE CUT

CHARCOAL GRILL / LIQUOR BAR

DoubleCutGrill.com

KALAHARI RESORT

© 2018 Google

© 2018 Google

Google Earth

43°37'39.20" N 89°46'21.54" W elev 922 ft eye alt 925 ft

Seagrass Green Sunbrella



**Baraboo
Awning**

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LOCATION

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PROJECT MANAGER

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Little Eagle Arts Foundation
412 Broadway
Mural lable
DRC 091918

The City has received the request below to add a label to the mural they installed at 412 Broadway. It does not appear this label indicates any business or could be considered advertising. They have provided 2 suggestions for design. The mural is 8 ft wide by 12 ft tall. The label would be 1 ft x 1 ft.

Chris Tollaksen
City of Wisconsin Dells

Hi Chris,

LEAF is preparing to vacate our current gallery space at 412 1/2 Broadway. Before we leave the area we would like to request from your committee the permission to provide an art label for the community mural that we facilitated. The mural entitled Taking Flight is located at the Chalet. As LEAF's representative I've spoken with Lisa McClyman (Chalet representative) and LEAF will be responsible for the upkeep of the mural. In the case that the mural needs to come down, LEAF will take custody of the mural in hopes of relocating it in the area.

Please find our attached suggestions for the public art mural label. We're asking for your approval for one of the attached examples (12 X" 12" on 1/2" signboard) and LEAF will pay to have it created and installed near the lower right side of the mural.

As always your support of this request is appreciated.

Respectfully submitted,
Melanie Tallmadge Sainz
Director

Taking Flight

by

Christopher Sweet

(Ho-Chunk Nation & White Earth Ojibwe)

*A Community Mural
Created In 2017*



Taking Flight

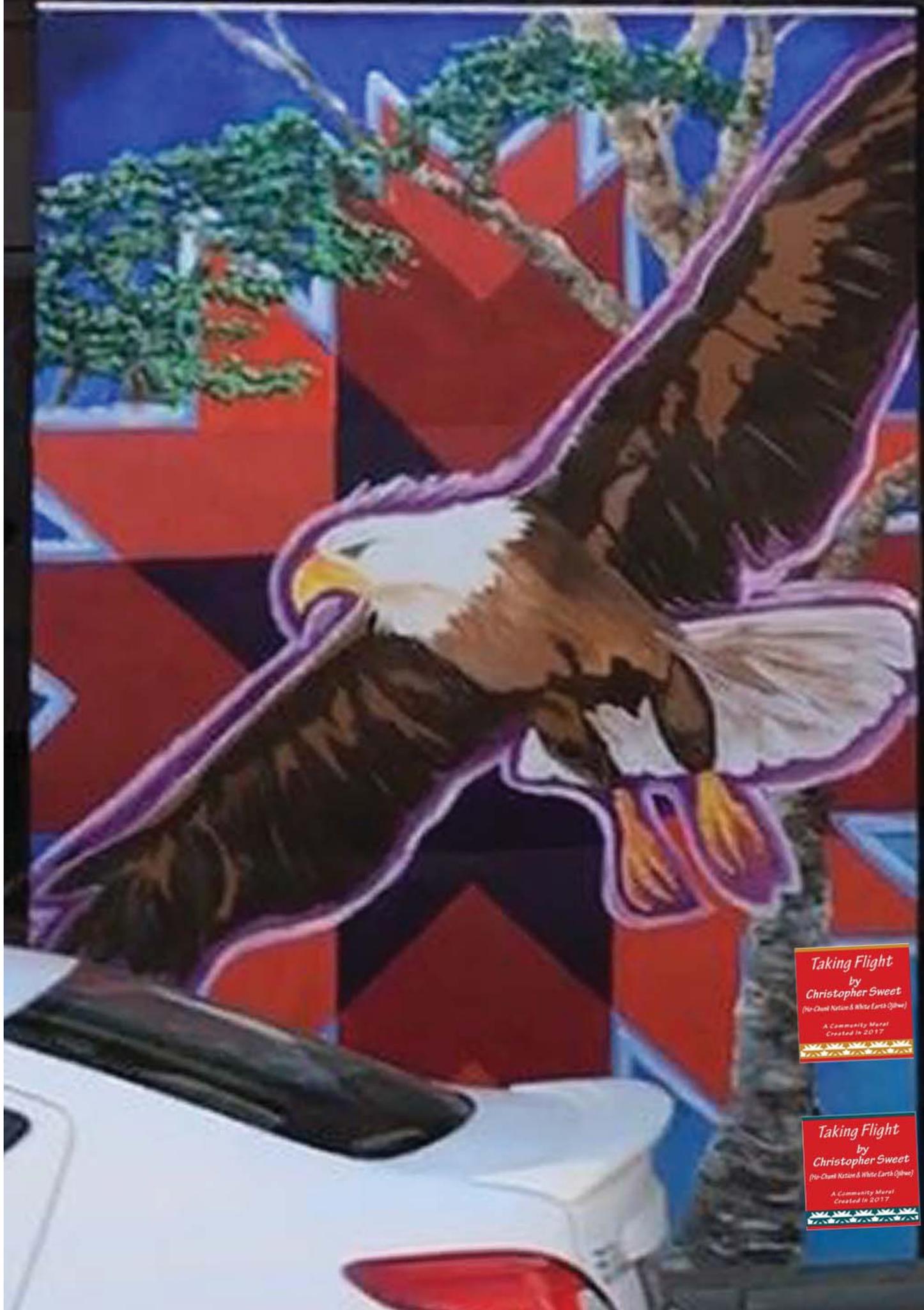
by

Christopher Sweet

(Ho-Chunk Nation & White Earth Ojibwe)

*A Community Mural
Created In 2017*





Taking Flight
by
Christopher Sweet
(Ho-Chunk Nation & White Earth Ojibwe)
A Community Mural
Created in 2017

Taking Flight
by
Christopher Sweet
(Ho-Chunk Nation & White Earth Ojibwe)
A Community Mural
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Native Presence Art Gallery & Learning Center



SAVE 50-70% LEATHER

We Sell 100% Leather

Decorative
Hanging
Lamps
Native
Gift Items

Taking Flight
Check for more
information

410



Wis. Dells Visitor and Convention Bureau
Portable LED sign
DRC 091918

The City has received the below request from the WDVCB to consider a portable LED sign to be used for multiple purposes. Some examples of possible uses were given as: festivals, conventions, large sporting events, and possible a loan out for use by some WDVCB members.

The current Ordinances and Design Standards only allow portable signs of limited size for food service businesses. Permanent LED signs are allowed in commercial areas, but they must be part of a permanent sign and the LED portion cannot exceed 50% of the total sign area.

Public events and festivals generally are allowed to have temporary/portable signage as part of their Special Events permit. Generally DRC approval is not required for temporary signage for a Special Event permitted by the City Council.

Allowing this sign to be utilized for a private business as part of a large convention, sporting or other event would likely require some modification to the sign ordinance. It would seem there may be a distinction between at least two (2) ways a portable LED sign could be utilized for a private business.

1. The sign is used to aid in public information associated with a large event, such as traffic direction.
2. The sign is used solely to advertise for a private business.

Chris Tollaksen
City of Wisconsin Dells

From: Wendy Fischer [[:Wendy@wisdells.](mailto:Wendy@wisdells.com)]
Sent: Friday, August 24, 2018 9:22 AM
To: Nancy Holzem
Subject: Mobile Sign

The Bureau is looking into purchasing some kind of mobile sign, similar to the following:
[://www.ledsignsupply.com/mobile-led/](http://www.ledsignsupply.com/mobile-led/)

Romy wanted me to ask you how we would go about getting a permit for it? We would use it for multiple purposes – festivals, conventions, large sporting events, etc., and possibly even loan it out to some of our members.

Just wondering...thanks!
Wendy Fischer
Executive Assistant
Wisconsin Dells Visitor & Convention Bureau, Inc.
701 Superior Street | PO Box 390
Wisconsin Dells, WI 53965
d 608.254.9954 | f 608.254.4293
[@wisdells.](mailto:@wisdells) | [://www.wisdells.](http://www.wisdells.com) “The Waterpark Capital of the World! ®”



ATTRACTIVE / VIBRANT / PORTABLE LED MOBILE TRAILERS

Use this portable marketing tool to advertise your brand anywhere
or everywhere like an impelling and eye-catching billboard.

GET AN ONLINE QUOTE

LED MOBILE TRAILERS

Mobile LED billboards are versatile and portable, allowing you to change the location of your billboard as you see fit. LED Sign Supply is home to a variety of high quality LED mobile billboards that will draw in customers, create exposure for your company, and boost revenues.

With over 10 years of experience, LED Sign Supply works with each customer individually to ensure each LED mobile trailer is built to meet the customer's specific requirements.

Our LED mobile billboards come in a variety of different sizes and features, and together with our customers, we help each company utilize the full potential of their investment. Full color, HD graphics and videos look incredible on our mobile boards, and will effectively catch the attention of your audience. One of the reasons why so many companies use mobile LED billboards to advertise is because they low maintenance. When put in a high visibility, high traffic areas, mobile LED signs are one of the most effective ways to advertise for your company.



Calgary Alzheimer Society
4FT X 8FT P10 – LED Mobile Trailer



LED SIGN SUPPLY
4FT x 8FT P10 – Calgary, AB



Eau Claire Market Mall
4FT X 8FT P10 – LED Mobile Trailer

OUR PROPRIETARY TECHNOLOGIES

All of our LED systems contain these integrated technologies.



State of the art daylight sensor technology that automatically dims to ambient light levels to decrease light pollution and increase LED life longevity.



State of the art heat sink technology (regulates internal temperatures for optimum component longevity).



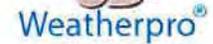
Sealed component technology (eliminates internal dust and debris).



Reporting technology which can automatically send scheduling, proof of play & performance reports to your clients.



Protruding grill face that protects against vandalism and damage (rocks, bottles etc).



High grade light weight IP68 Rated weatherproof aluminum cabinets withstands all types of weather conditions.

ATTRACT & CAPTURE YOUR AUDIENCE

Low-Maintenance, High-Performance Outdoor Advertising Solutions

All of our EnviroSlim LED billboard trailers come with our easy-to-use, VideoStar software (text, graphics, animation, full video capable), spare parts package to have at your location, IP68 weatherproof cabinet with a temperature cooling system, free lifetime technical support for 100,000hrs and the industry's longest & best warranty.

[Click here for more information about our warranty plans.](#)

[GET AN ONLINE QUOTE!](#)

VIDEOSTAR SOFTWARE

Easily manage your media creations and advertising campaigns and maximize your LED sign potential!

After years of extensive software engineering LED Sign Supply Inc. is proud to introduce our proprietary Videostar © software. We have developed a more